

December 2021

# Atlanta's Technology Executives Roundtable

**ECONOMIC FORECASTS for 2022:  
Impact on Atlanta and our Technology Community**

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*Please hold until  
the session begins*

TEER | Technology Executives Roundtable



# Rob Pinataro

President, Technology Executives Roundtable  
CEO, Payspan, Inc.

**Your Forum**

**Candid discussion**

**CEOs, CFOs & Investors**

**Subject Matter Experts**

**Complex leadership issues**

**Share, challenge & test ideas**

# ZOOM Etiquette

- “Pin” the TER video box on your Zoom feed
- Please mute audio/video during presentations.
- Chat if you want to ask a question.
- We are recording for educational purposes; this is not specific legal, accounting or tax advice; consult your advisor

# Thank you to our generous ATL sponsors

- **Arketi Group:** Digital Marketing for B2B tech companies
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- **Wm Leonard & Company:** Real estate specialists for high growth companies

## SPONSORS



# Fund of the Month: Bull City Venture Partners



# Bull City Venture Partners Technology Executives Roundtable

December 14, 2021



**BCVP** BULL CITY VENTURE  
PARTNERS |

# Who We Are

Jason Caplain and David Jones have been investing together for over 18 years. Recognized for their experience, insights, and hustle, the team is known for their hands-on support in helping their companies launch, grow, and thrive.



**Jason Caplain**  
**General Partner**

20 Years VC Experience

- Southern Capitol Ventures
- Finance Team, Red Hat
- Harrison Hurley & Co.

IAB: Center for Innovative Tech  
B.S. Bentley College

**Board Member:**  
Spiffy

**Board Observer:**  
ReverbNation, Levitate, Circonus, ServiceTrade, Tiny Earth Toys



**David Jones**  
**General Partner**

18 Years VC Experience

- Southern Capitol Ventures
- Deloitte Consulting
- Orthocopia.com, Co-Founder & CTO

B.S. US Naval Academy  
M.S. University of Virginia  
MBA University of North Carolina

**Board Member:**  
Reveal Mobile, Biospatial

**Board Observer:**  
Adwerx, Blueprint Title



**Michael Lee**  
**Senior Associate**

6 Years VC Experience

- Lee Commerce Ventures, Founder
- FJ Labs, Associate
- TrueBridge Capital Partners, Analyst
- J.P. Morgan, Analyst

B.S. University of North Carolina

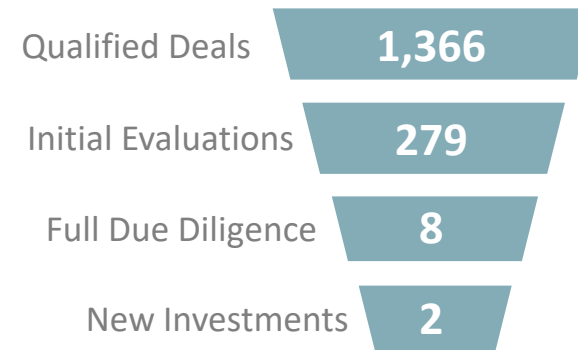
Lecturer at the Kenan-Flagler Business School

# Our Strategy

BCVP is a sector-focused, seed and early stage VC. We believe in a *founder-focused* approach in a concentrated portfolio where we take an active role immediately after making an investment from sales, recruiting, and future financing.

<b>Stage:</b>	Seed and Series A
<b>Sector:</b>	Software and Internet
<b>Investment Size:</b>	\$500K-\$3M
<b># Companies:</b>	15-20 per fund
<b>Preferences:</b>	Experienced founders, board or observer role, markets we have experience in
<b>Geography:</b>	US-based companies with a focus on our region – the Mid-Atlantic/Southeast

## 2019 BCVP Deal Funnel



Loss Ratio Funds I-III



Repeat Founders



# Portfolio

## LaunchNotes



# Company of the Month: Sprockets

The logo for Sprockets features the word "Sprockets" in a white, serif font. The letter "o" is replaced by a stylized gear or sprocket. The sprocket has a central hub with a small figure inside, and it is surrounded by a decorative, symmetrical pattern of smaller sprockets and connecting links, resembling a chain drive.

# Sprockets

**AJ Richichi**  
*CEO & Founder*  
[aj@sprockets.ai](mailto:aj@sprockets.ai)

# The hiring process is failing companies and candidates...



## UNCONTROLLABLE TURNOVER

"Our GM's aren't HR executives"

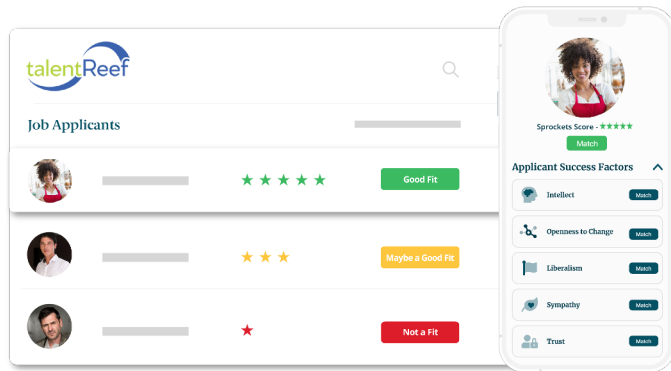
## SHUTTERED BUSINESSES

"We can't get anyone to come in."

## DEHUMANIZED APPLICANT EXPERIENCE

"I just hate hiring"

# So we built the first Automated Hiring Platform.



**Sprockets connects to your job boards and ATS systems.**



**We screen candidates based on our matching technology.**



**We tell your GM who to call and hire as soon as candidates apply.**

# Sprockets hiring outperforms “manual hiring”

**37%**

Amount of time saved in screening and hiring applicants

**43%**

Average increase in 90-day retention in hourly workforce

**33X**

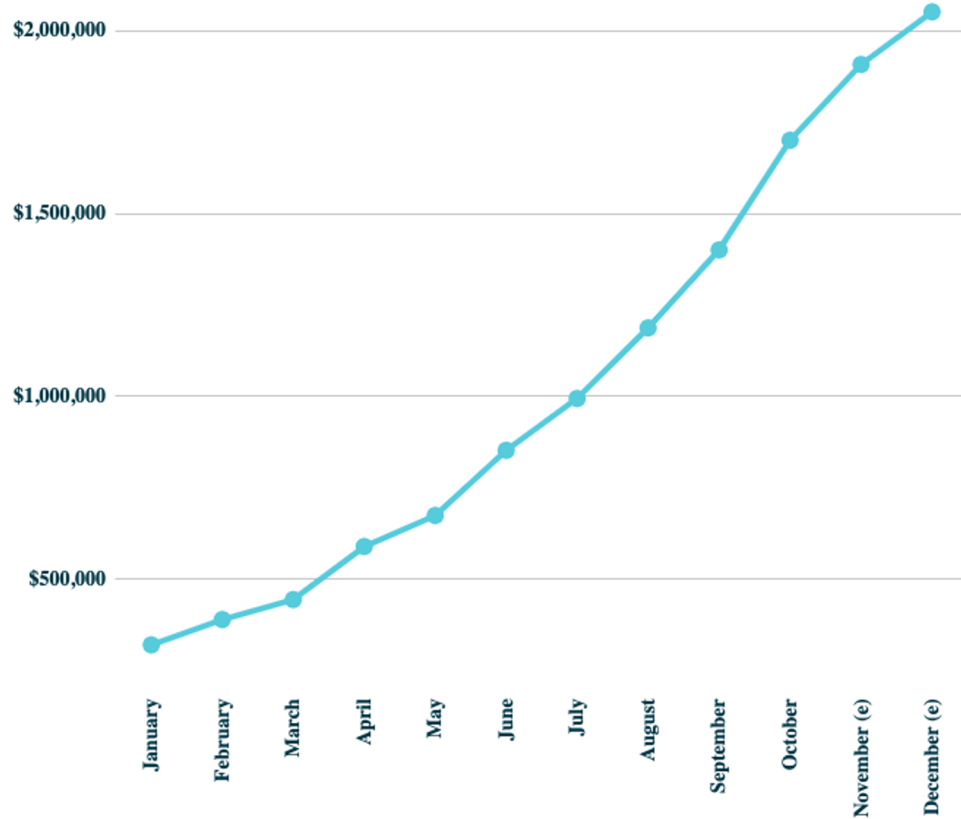
Average ROI for customers that deploy Sprockets

**95%**

Help our biggest customers retain 95% of their workforce



# 10x Growth in 2021



1800  
LOCATIONS

600  
CUSTOMERS

220  
LOGOS

Series A Info:  
[aj@sprockets.ai](mailto:aj@sprockets.ai)





# Roger Tutterow, Ph.D.

Professor of Economics &  
Henssler Financial Endowed Chair  
Kennesaw State University



## SPONSORS



PLEASE  
STAY AFTER FOR  
Q&A  
with today's speaker

SPONSORS



**Please join our  
January Meeting  
(in-person or virtual)**

**Top 10  
Key Accounting, Legal & Tax Issues  
for 2022**

**TIER**

Technology  
Executives  
Roundtable